



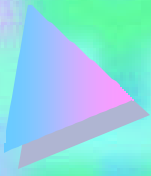
# Penns Corner Farm Alliance

**Doyle Freeman, Manager**



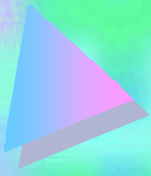
# To Start 800 Hives

		Each	Total	
Base Hive		74.68	59,744.00	
	(Top cover, bottom board, inner cover, frames, foundation)			
Deep box w/frames		40.45	32,360.00	
Deep Foundation		0.75	6,000.00	5750
Queen Excluder		5.85	4,680.00	
Supers w/frames (2400 req.)		32.95	79,080.00	
Super Foundation		0.67	16,080.00	
Entrance Screens		3.25	2,600.00	
Feed Pails		3.50	2,800.00	
Feed Pail Cover		10.00	8,000.00	
Paint		59.00	23,600.00	
	<b>Basic Supply Total</b>		<b>\$234,944.00</b>	
No Honey Extraction Equipment, No Building to extract in, No payroll for 4 people for				
the first 2 years until honey crop can be taken, no bee feed, no medications,				
No truck to move the hives around or lifting equipment for the pallets,				
and above all No Bees!				



# Market Costs

			Round			
	One way	Market	Trip	Item		Weekly
	Miles	Fee	Hours	Cost		Expense
Market 1:	23			13.80		
(17 weeks)		130		7.65		
			7	35.00		
(Hours include: Load, travel, setup, sell, breakdown, travel, unload)						
						\$56.45
Market 2:	71			42.60		
(23 weeks)		350		15.22		
			10	50.00		
						\$107.82



# Direct Market Costs

Market 1:					
	Selling		125 bears		
	Weekly cost		\$56.45		
	Return per bear				\$1.55
Market 2:					
	Selling		125 bears		
	Weekly cost		107.82		
	Return per bear				\$1.14

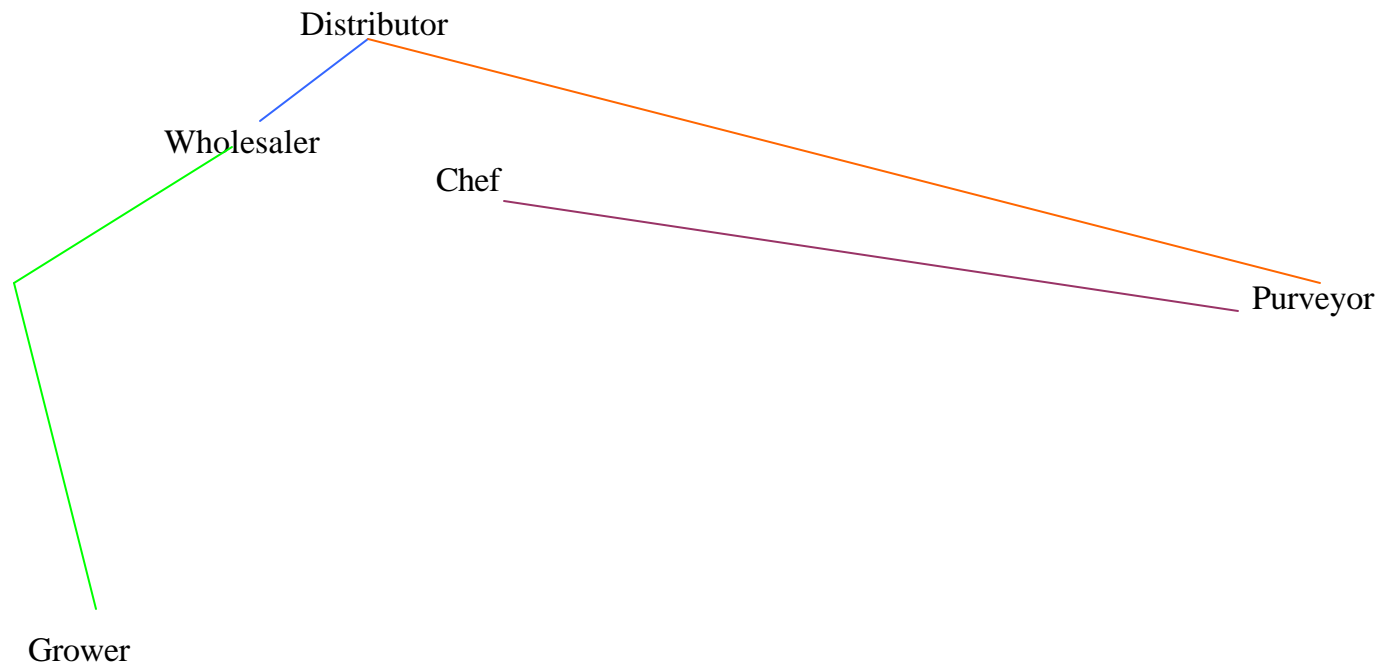


# Selling Through the Co-op

			Round			
	One way	Market	Trip	Item		Weekly
	Miles	Fee	Hours	Cost		Expense
Coop:	34			20.40		
Year Around		100		1.92		
			2	10.00		
(Hours include: Load, travel, unload, travel.)						\$32.32
(Saves setup, sell, and breakdown as well as no product to unload at home)						
Market 1			7			\$56.45
Market 2			10			\$107.82

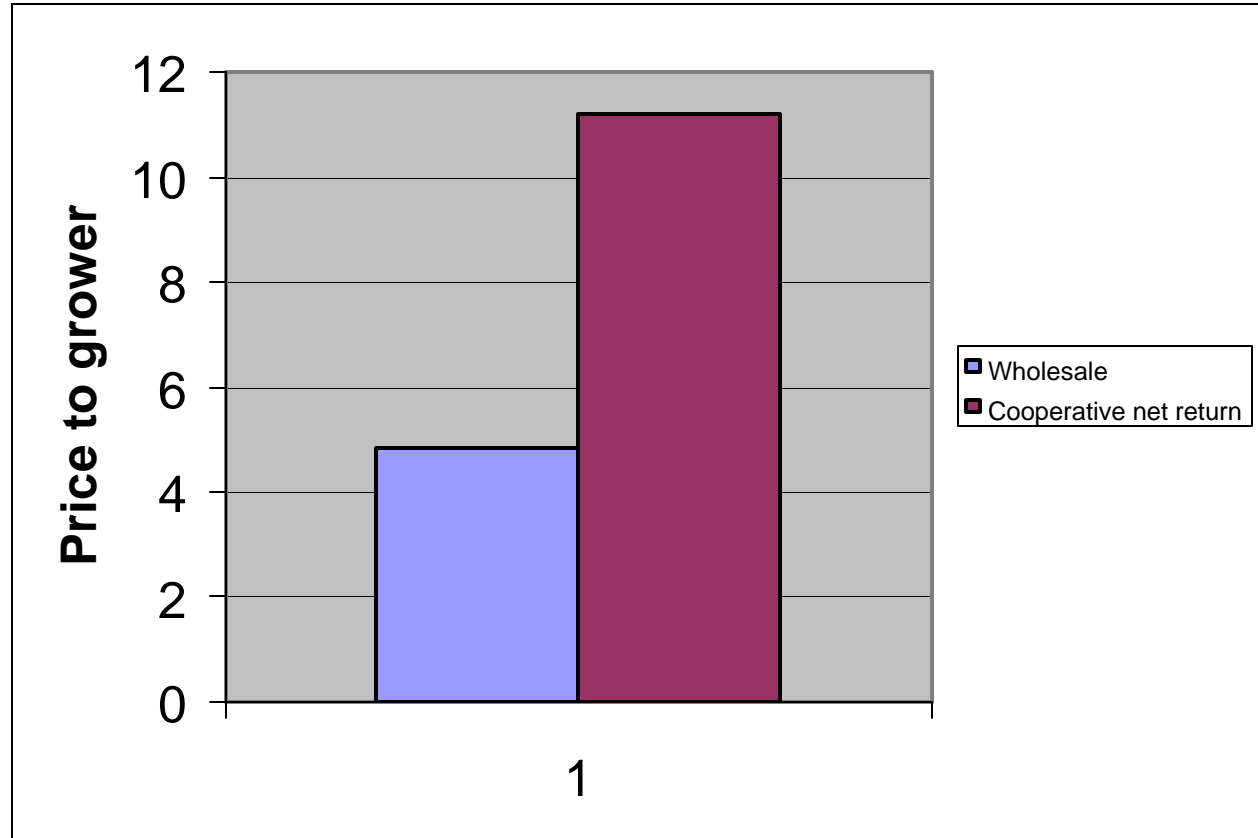


# Traditional Regional Distribution Plan





# Net Return on Peppers





# Co-op Vision

- **The Alliance's mission is to provide high quality farm fresh products to our customers while offering a high rate of return to our farmer members.**
- **Our target customers are Pittsburgh area restaurants, stores, and local food banks.**

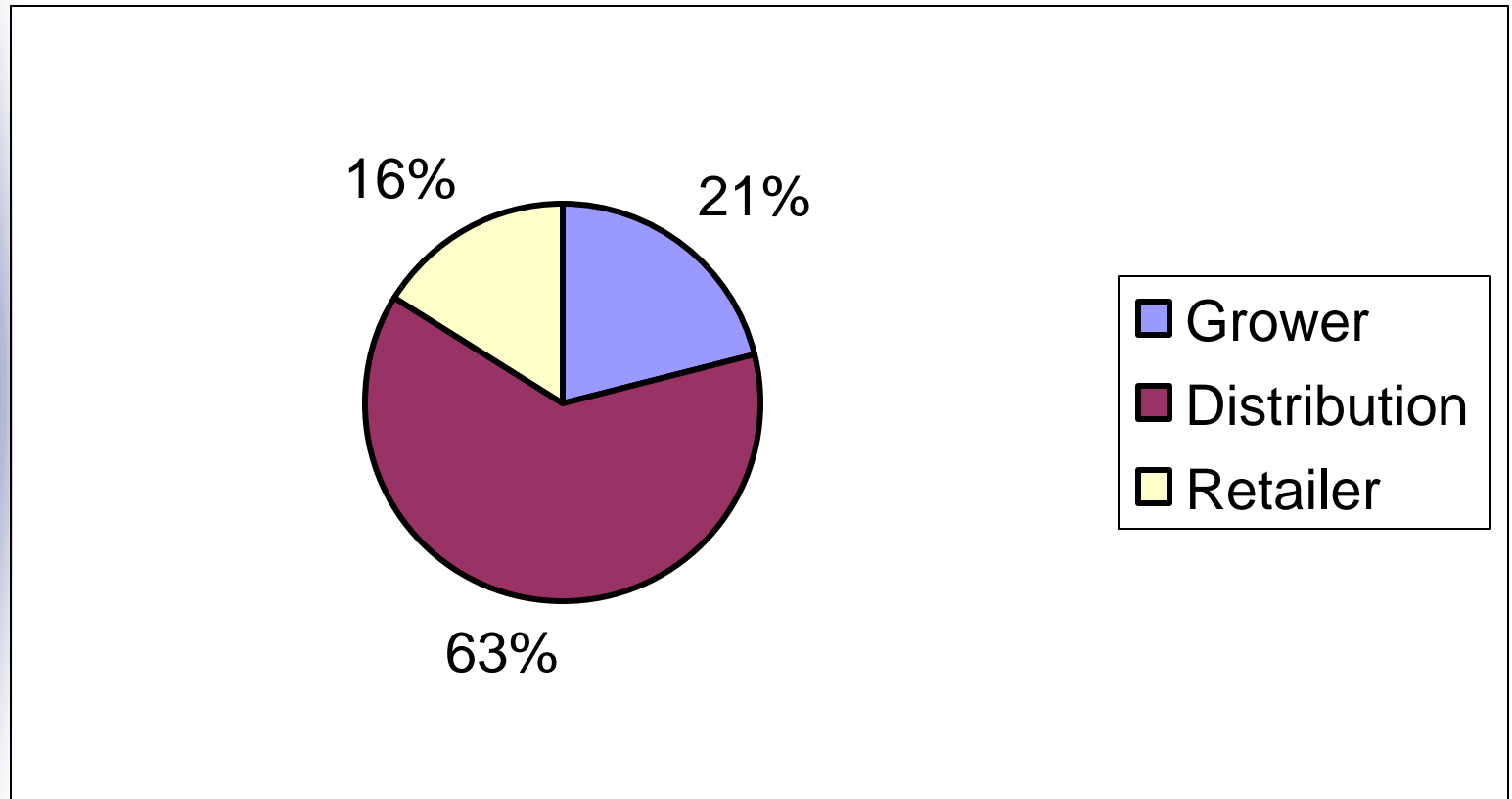




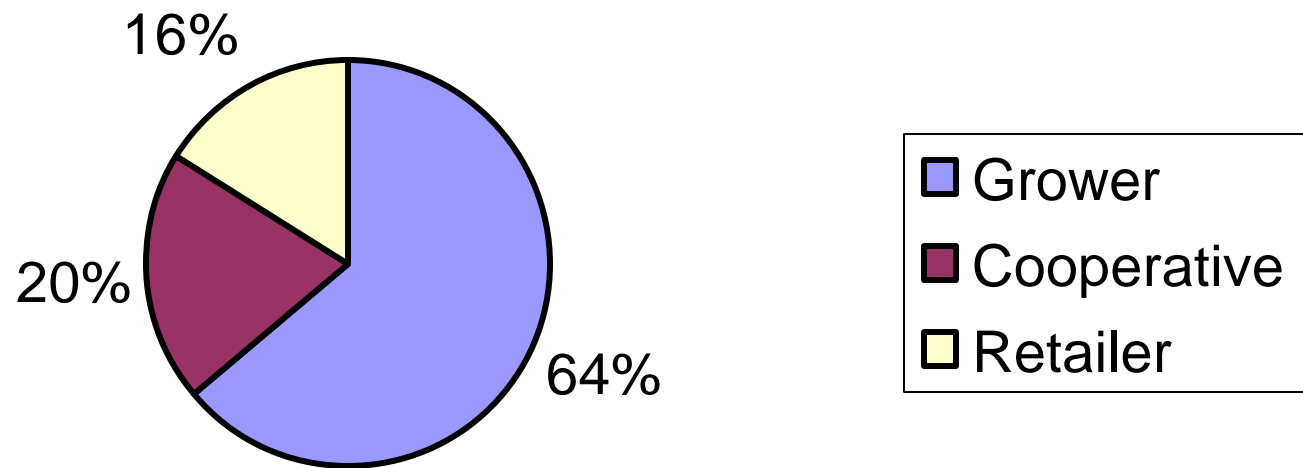
# Communication Strategies

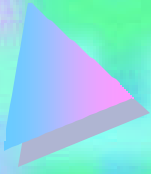
- **Sponsored numerous festivals as Springfest, a Spring Herb and Plant Festival at South Park Fairground.**
- **Business Cards and Handouts**
- **Media - local NPR, newspapers, and regional Pittsburgh magazine feature story!**
- **Sponsored Wine and Cheese party for Chefs.**

# The Traditional Consumer Dollar

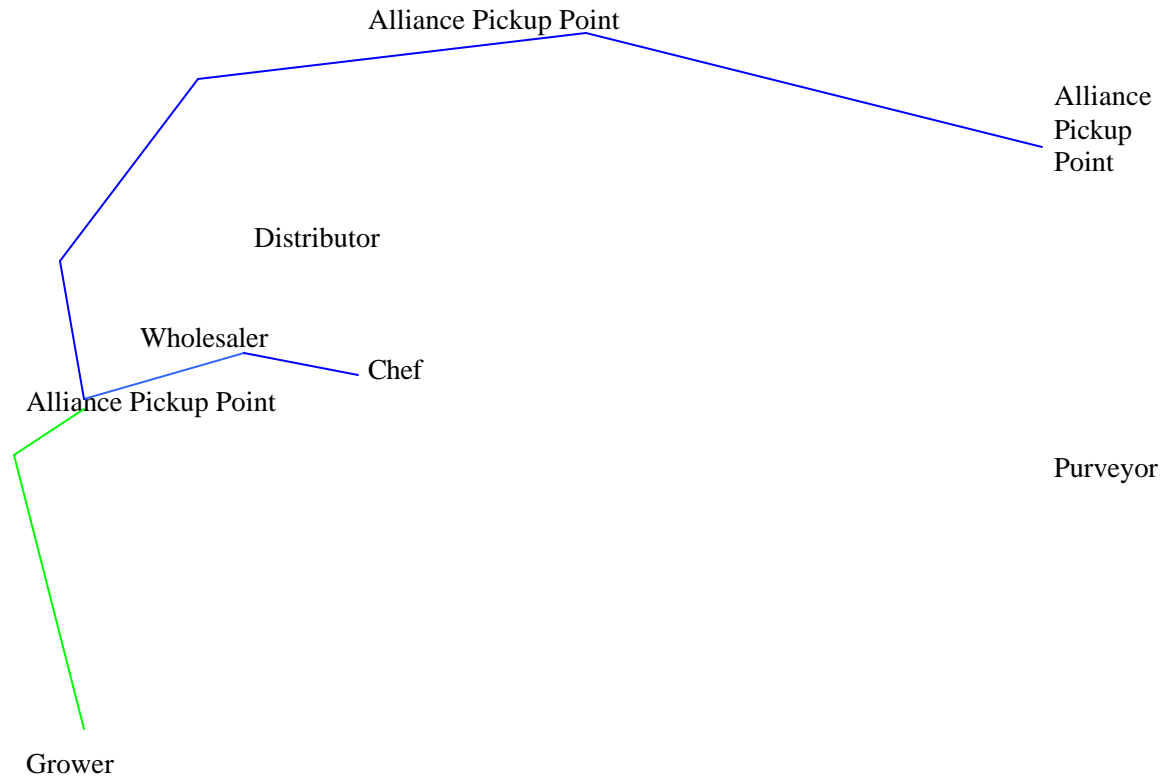


# Percentage Consumer Dollar Captured by Selling with Co-op





# Co-op Delivery System



# Difference in Grower Return

